

THE RUTHERFORD Report

THE NEWSLETTER OF SECOND DISTRICT SUPERVISOR JANICE RUTHERFORD

Spring 2018



Today I will do what
others won't, so
tomorrow I can do
what others can't.

—Jerry Rice

The 1 ♥ IE Apparel brand—started by a 30-year-old Rancho Cucamonga resident—has grown exponentially since it began online in December 2012.

Millennial Entrepreneur Brings Love to IE

When Justin Hudson and his business partner, Mike Wogu, were in France working on their leather travel gear business (a venture he described as James Bond meets Louis Vuitton), people always asked him where he was from.

At first, he'd tell them he grew up in Riverside, California, but it only prompted blank looks.

Eventually, he resorted to saying he was from the Los Angeles area.

"It just makes it easier," the 30-year-old Rancho Cucamonga resident said. "But I was always thinking, 'Why am I saying LA when I grew up in the Inland Empire?'"

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Nonprofit Connects Mentors with Youth

When J.R. Harrison of Upland wanted to be a volunteer mentor for a young person in need, he reached out to the oldest and largest youth mentoring organization in the nation—Big Brothers Big Sisters.

"It was one of those things in the back of my mind that I always thought would be neat to do," Harrison said.

Big Brothers Big Sisters connects boys and girls—known affectionately as Littles—between the ages of 6 and 18 with adult mentors—who are called Bigs. Volunteers commit to spending a couple of hours two times a month with their Little, and they also agree to spend at least a year in the program.

The organization traces its roots back to 1904 when a New York City court clerk set out to find mentors for the youth going through the New York Children's Court.

The non-profit's local affiliate—Big Brothers Big Sisters of the Inland Empire—interviewed Harrison, explained the mentorship program, and ran a background check on him like they do for all their volunteers.

"It's an interesting experience," Harrison said. "They analyze the person who wants to be a Big and try to match them with the needs and interest of the kids."

Eventually, Harrison was paired with a 12-year-old boy named Victor.

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Online Auctions Improve Efficiency at ATC

When the San Bernardino County Tax Collector held its last in-person, tax-defaulted property auction in 2002, it lasted five days.

“It was a lot of work and a lot of expense,” said Tax Sale Manager Kelly McKee, who has been handling the county’s tax sales for the past 20 years. “It took days and days just to do about 1,000 parcels.”

About 400 bidders pre-registered for the auction, which meant renting an even larger facility at the Orange Show in San Bernardino.

Because many bidders had a lot of cash on hand (they were required to have a \$5,000 deposit in cash or cashier’s check), the Tax Collector had to hire sheriff’s deputies to provide security.

That last in-person auction was larger than the average tax sale, which usually attracted about 100 bidders, but the time and effort it took to arrange the auction exemplify why the Tax Collector has since upgraded to an online auction platform.

Now bidders simply register online for the auctions, which are held in May and August, and start bidding at pre-arranged times for properties. The County contracts with Grant Street Group—a software company based in Pennsylvania—to provide the online platform for the auctions.

“(Bidders) are from anywhere and everywhere,” McKee said. “We have people from other countries and from throughout the US bidding on properties.”

The auctions usually attract about 300 bidders, and the Tax Collector can sell several thousand parcels over the course of seven days.

Believe it or not, a computer isn’t even required to participate, but on-line bidders have an advantage. Off-line participants must submit their best and final offers for properties, but if the bids exceed that amount, there’s no way for them to increase their bid.

Bidders are still required to put down a \$5,000 deposit, and they risk losing the money if they win a bid and then fail to pay in full for the property.

The Tax Collectors begins the process of putting a property up for auction after a property owner has failed to pay a tax bill for five years. It often takes about seven years before a property is added to the auction roles.

About 90 percent of the parcels sold at auction are vacant land, and many of them also have other encumbrances, such as past-due assessments, that the new owners will have to deal with.

“The onus is on them to do all the research,” McKee said.

McKee said she misses the personal interaction at the in-person auctions where she got to know a lot of real estate professionals, but she said the online platform is better.

“The set up and those long days were very tiring,” she said. “This is very cost effective and so much easier.”

Visit <https://sbcounty.mytaxsale.com> to learn more about the Tax Collector’s online property auction.



Vacant properties such as this one make up about 90 percent of the tax defaulted properties sold online by the Auditor-Controller/Treasurer/Tax Collector.

"It was a little difficult to draw out what excited him," he said. "He's a sky kid."

Harrison told Victor he worked as an airplane mechanic after discovering the boy was interested in cars, and pretty soon the two were chatting away about automobiles and engines.

"It just kind of tied things together and gave us something to talk about," he said.

He took Victor go-carting on their first outing. Since then, they've visited the Petersen Automotive Museum in LA, went to the movies, and watched airplanes land while eating In N' Out burgers near LAX.

When Victor confided he was having trouble in math class, Harrison gave him some tips, and since then, the boy's math grade has improved.

Victor has also helped Harrison, who is admittedly a little loquacious, look at life and relationships a little differently.

"I've learned to sit back and observe a little more," he said. "He opens my eyes on how to handle things."

Learn more about Big Brothers Big Sisters by visiting www.icbigs.org.

Lake Gregory Dam Repairs Begin

Construction for the Lake Gregory Dam Improvement Project is underway. Trees and vegetation in the project area have been cleared and, in the next few weeks, a lane shift will be made on Lake Drive over the dam crest for construction-related activities.

A concrete barrier k-rail will be installed at the center divider of Lake Drive, shifting traffic south but still allowing for two-lane traffic. The current parking area on the shoulder of the road will be used as a lane, and the upper walking path will be closed to public access throughout construction.

The lane shift will be in place between the inactive County Fire Station and Edelweiss Drive throughout construction.

Road signs will alert drivers to the lane shift. When necessary, lanes may be reduced to a single lane with flaggers directing traffic.

"The improvement work on the Lake Gregory dam is on track with the project timeline," said San Bernardino County Supervisor Janice Rutherford. "As traffic control plans are finalized and the construction schedule progresses, we will ensure the Crestline community is regularly updated on traffic impacts."

Construction is scheduled Monday through Friday from 7 a.m. to 5 p.m. Work will continue for approximately one year, and project completion is expected in the first quarter of 2019.

2nd District Trivia

Last Issue's Answer: San Antonio Heights was home to a hydro-electric plant during the late 1800s.

Question: What was the name of the first toll road developed in 1870 to help transport lumber from the San Bernardino Mountains?

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Back home, Justin started working on his next business venture—a clothing brand celebrating the Inland Empire.

“I wanted to create something that had love and IE all in one,” he said. “After drawing for hours and hours, it came to me.”

The company’s signature logo is a heart with a dot at the bottom and a cursive, lowercase “e” coming out of it. He also created other designs featuring the two-letter acronym for the region.

“It’s about spreading peace, love and unity,” he said.

He started the 1 ❤️ IE online store in December 2012 to sell hats with the logo, and he caught a big break when two of his old friends (Denver Broncos Safety Omar Bolden and Seattle Seahawks Linebacker Bobby Wagner) ended up playing against each other in the 2013 Super Bowl.

He’d given the friends hats, and they donned them at the game.

After that, business was brisk.

“This whole experience over the past five years has been humbling and overwhelming at times,” he said.

The first retail break came when someone from the Hat Club at the Ontario Mills Mall contacted Justin after seeing his products on Instagram.

1 ❤️ IE’s Instagram page has more than 10,000 followers and hundreds of photos of people sporting the company’s gear.

In the meantime, Justin expanded his product line to include t-shirts, hoodies, key chains, coffee mugs, and other offerings.

Eventually, he decided to open his own shop.

“I wanted to protect the brand and grow the organization,” he said.

He opened 1 ❤️ IE at Victoria Gardens in Rancho Cucamonga in April 2017.

Justin said he chose the open-air shopping center because it is one of the region’s most unique and inviting venues.

“We need to take pride and ownership of our community, and I think Victoria Gardens helps us do that,” he said.

Some have chuckled at the idea of basing a clothing brand on the Inland Empire, but Justin hasn’t let any naysayers get in his way.

Another business opportunity is in the wings, Justin said, declining to give details. But he hopes the deal will help the 1 ❤️ IE brand take flight even more than it already has.

Learn more about this Second District business by visiting <https://1loveie.com>.

Upcoming Events

April 6	Bring your little ones (1 to 3 years old) to the Lewis Library in Fontana at 10:30 a.m. as we sing and move with fun songs, props and finger plays. Then wind down as we enjoy our favorite stories. The purpose of this course is to inspire interaction between toddler and parent through participatory songs and wonderful books. This event is held every Friday at the same time and place
April 7	The San Antonio Heights Backyard Produce Exchange takes place from 9 to 11 a.m. at Life Bible Fellowship Church. This event is held on the first Saturday of the month at the same time and place.
April 11	Visit the Crestline Library every Wednesday at 4 p.m. for a wonderfully fun and engaging storytime where amazing books meet songs, rhymes, puppets and more.
April 28	Join volunteers from throughout the mountain communities as they help spruce up the homes and properties of low-income families during Rebuilding Together Mountain Communities. Visit http://rebuildingtogethermountaincommunities.org to learn how to participate.
May 12	The Friends of the Upland Animal Shelter will host a Spring Pet Faire from 10 a.m. until 3:30 p.m. at Upland Memorial Park, 1100 E. Foothill Boulevard. The goal is to adopt more than 100 animals. Rescues groups can call (951) 317-1057 to learn how to participate.
May 19	The annual Cucamonga Challenge—a running/biking event—starts at 6 a.m. at Central Park, 11200 Base Line Road, Rancho Cucamonga. This event is hosted by Friends of the Pacific Electric Trail. Visit their website at http://www.petrail.org for more details.
June 2	The 63rd annual Fontana Days run will take place. The course features a more than 2,000 foot elevation drop, so many runners record their best times in this race. Visit https://www.fontana.org/388/Fontana-Days-Run for more information. For those not running, the event also features food vendors, entertainment and more in downtown Fontana.

Dates and times are subject to change without notice. Please contact Supervisor Rutherford’s office at (909) 387-4833 if you have any questions or suggestions for the Events Calendar. You can view information about more local events on Supervisor Rutherford’s home page at www.sbcounty.gov/rutherford.